RETAILER QUESTIONS REGARDING CONCORD COUPONING

What kind of couponing programs do you have for Concord?

We have two programs in which we are offering retail redeemed coupons.

In early September a Concord coupon will be featured in the print media in this area. The coupon is actually a "rub off" card, giving the consumer a chance to win a free carton or a free pack of Concord. All participants are winners in that everyone who plays will win at least a free pack. When you submit the coupons for reimbursement, your customers will automatically be entered in a sweepstakes drawing in which they could win either a Cruise, a $15,000 cash prize or a Mustang Convertible.

During August and September, we will be distributing "Buy one pack and get one free" with sample packs of Concord. In accepting these coupons, you would provide a free pack of Concord with a Concord pack purchase and submit the coupon for reimbursement.

How am I reimbursed for the coupons?

On each coupon, there are instructions printed on how, and where to submit the coupon for reimbursement. You will be reimbursed for your selling price, plus a handling fee.

Can my PM Rep reimburse me for the coupons that I accept

No. We are not authorized to reimburse retailers.

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